



PININFARINA 90+1 DESIGN CONTEST

Design Reset: New Dreams for a New World



BRIEF AND ENTRY RULES

Pininfarina S.p.A., an Italian design and engineering house, has organised an international design contest that challenges students at design and architecture schools and universities to design innovative experiences, with the award of an internship in its design studios in Italy, America and China. Internships will be awarded to the top three contestants.

Introduction

In 2020 Pininfarina turns 90. It's such an important anniversary for our Company! But rather than looking backward at the past, Pininfarina is here to design another 90 years of the glorious future. How do we look at the future?

Through the lens of Design.

Design has the ability to innovate continuously while enhancing the lives of people, and provide a response to a new future. Pininfarina has been doing exactly this for 9 decades and will continue to make it our mission.

We would like to celebrate our anniversary with a unique initiative that will involve a community of creative young people. An international contest open to students attending a selected range of design and architecture schools and universities around the world in line with the global presence of Pininfarina.

Brief

It is clear to all that we can no longer follow the traditional techniques of considering design issues. Post-Covid19, in the new normal, design must approach the world in a new way. Successful design has always touched human emotion and ignited **dreams**. Now, for the first time, design also needs to be used to awaken feelings of “support” and “protection”. We have to conceive environments where users can enjoy their own safe private space without feeling isolated from the human connections that they naturally crave. The greatest change of the future is that design can no longer just stimulate people's feelings but must *respond* to their feelings and adjust the design of whole environments based on how people are feeling at any given moment.

That is why we invite you to “reset”: stop and re-think. In a nutshell, find a new way of considering design in the future.

When we dream of a better world to live in, we think of a world that is more aesthetically beautiful and friendlier, but also - and above all – safer, more functional, simpler, more relevant and personalised, in which all our experiences are unique, smooth and fulfilling. In a word, smarter.

“Smart” is now a marketing buzzword. If a product, a service or a place is “smart,” the implication is that it will make life better for the user than its counterpart will.

Means of transportation, objects and spaces, like retail and work spaces, are about to become alive and interactive, capable of detecting, identifying and reacting to user presence, delivering contextual and personalised content and services on smartphones and other connected devices. In this hyperconnected scenario, user centrality is more important than ever: being able to follow and support people everywhere continuously and consistently will be a crucial success factor for the next generation of design solutions.

We would love you to join our Anniversary Contest, reimagining tomorrow's experiences thus giving your contribution to designing a new world. What are the smarter ways for moving and living? What will your answer be?

You would be asked to share your **innovative point of view** within one of these topics:

Smart Individual Mobility: a new way to move that is easier, more efficient, cost-effective, environmentally-friendly, safe and comfortable for the individual. Re-conceptualize the car for individual transport!

Smart Social Mobility: a new way to move together. Create new forms of collective mobility that promote the concept of sharing, connectivity and a sustainable, inclusive lifestyle: besides public transport such as rail, metro, tram and bus networks, collective passenger transport also covers car-sharing, car-pooling and flexible mobility services such as people movers, autonomous shuttles, demand-responsive transport vehicles and related infrastructure.

Smart Spaces: from digitalization to materialization. The design should encompass a temporary outdoor pavilion to be completely built off-site through rapid prototyping, digital

fabrication and/or robotic technologies, with the maximum dimensions of 5x5x5(height)m. The pavilion should be designed as a self-supporting structure, and as one module of a larger modular structure that could be used for outdoor events. The awarded design will be constructed and installed within Pininfarina's campus in Torino during the internship period, using Pininfarina's digital prototyping technologies. The full building lifecycle should be considered: materials sustainability and recyclability is a must.

Designers can and must play a crucial role in shaping our new dreams in a brave new world.

Think outside of the box, surprise us!

Contest Participation Terms

The contest is free to enter for anyone over the age of 18 attending the following Universities of Architecture, Design Schools and Institutes and Fine Arts Academies:

- China Academy of Art, China
- Coventry University, UK
- FH JOANNEUM Industrial Design, Austria
- Hochschule München, Germany
- IAAD - The Italian University for Design, Italy
- Istituto Europeo di Design – Torino, Italy
- ISD Rubika, France/India
- National Institute of Design Ahmedabad, India
- Politecnico di Torino, Italy
- PRATT Institute, USA
- Royal College of Art – UK
- Strate School of Design, France
- TsignHua University, China
- Umeå Institute of Design (UID), Sweden
- USP, Brazil

Contestants can ONLY participate as an individual; no teams.

Each participant is permitted to submit a maximum of 1 project.

Upon free entry, participants accept unconditionally the terms of this competition contained herein. If the terms are not, in whole or in part, respected, the design and the participants may be disqualified.

The members of the Jury, their relatives, the employees of Pininfarina SpA and their relatives may not take part.

Participants should periodically visit the website designcontest.pininfarina.com and Pininfarina social pages (Facebook, Instagram and LinkedIn) to check for any further notifications relevant to the procedure.

The submitted solutions should be original and unpublished. The aesthetic quality of the presentation and considerations about the technical feasibility of the project will be positively evaluated.

Pininfarina SpA thanks all the designers who will take part in this challenge.

Application of Participation

The application of participation in the competition must be made as follows:

1 filling in the entry form in all its parts on designcontest.pininfarina.com

2 uploading project files

Official Language

The language admitted for the application of participation and the project descriptions is English.

Required documentation

Each participant of the contest can upload up to a maximum of 1 project to the Submission Area of the website designcontest.pininfarina.com

No personal data or signature should appear in clear text on the projects, under penalty of disqualification from the competition. All the tables/renderings belonging to a project must be anonymous, the document with the general description shall show only the Category (**Individual Mobility, Social Mobility, Spaces**) and the title of the project.

The projects must be uploaded to the dedicated section of the competition's website no later than 31 March 2021.

Deliverables for Individual Mobility and Social Mobility:

- a PDF document with the **general description in English**: max 2,000 characters describing the motivations, the general concept, the main features of the project and the materials. The .pdf file must be in a vertical A4 sheet (21 x 29.7 cm) and must be named '*PininfarinaContest_title of the project*';
- a **maximum of three** horizontal or vertical **A3 boards** (42 x 29.7 cm). Each board must be combined into a single .pdf file named "*board_title of the project*" (three individual files, maximum size of each file 10 Mb). Boards may contain: design concept/conceptual idea; graphic framework aimed to illustrate the project; 3d views - i.e. renderings, pictures, hand sketches;
- Optionally, contestants can also submit a **video or animation** provided in the form of a **Youtube link or URL** included in the general description
- **ID card.**

Deliverables for Spaces:

- a **PDF illustrative report** maximum 2,000 characters/spaces; the .pdf file must be in a vertical A4 sheet (21 x 29.7 cm) and must be named '*PininfarinaContest_title of the project*';
- **a maximum of three A2 boards**; each board must be combined into a single .pdf file named "*board_title of the project*" (three individual files, maximum size of each file 10 Mb).
- a 30 second video can be submitted in the form of a **Youtube link or URL** included in the report, but it's not required
- **ID card.**

Master Classes

To let experience its working activities, Pininfarina will organize one Master Class or Webinar on dates to be defined, which will be communicated by email to the already registered participants and announced on the website designcontest.pininfarina.com open to all the participants who want to have a training session on the company, its production and strategies. On these occasions, it will be possible to ask for more information aimed at the development of the projects.

Delivery Deadline and Award Ceremony

All entries must be uploaded to the appropriate section of the website **designcontest.pininfarina.com** strictly **by 23:59 CET on 31 March 2021**. Any entries received after this date will not be considered.

The requests will be considered validly uploaded only if they meet the requirements mentioned in these rules. In particular, the following deviations will cause the request to be invalid:

- if it is sent by regular mail to Pininfarina;
- if it is not in PDF format;
- if it is received after the deadline;
- if any other of the above requirements is missing.

In 2021, the Award Ceremony will be held in Turin.

Jury

Entries are voted by a grand jury panel composed of talents whose names belong to the world of design and architecture.

A prejudging procedure - preliminary evaluation and checking – will be managed internally by a technical jury composed of Pininfarina's design and architecture experts.

The names of the jury members will be published on the Contest website. The Jury will carefully evaluate only the entries complying with the terms of this competition rules.

The judgements of the Jury will be unquestionable and unappealable.

Judging Criteria

The winner will be selected for each area (Individual Mobility, Social Mobility, Spaces) according to the beneficial impact of his project on the user experience as well as the ability of the project to make the new world a better place to live in.

Entries will be judged on how original the idea is and how visually appealing the experience is. In addition, consideration will be given to how practical the design is to build from cardboard. The evaluation will take into consideration the variety of the design themes, the ability to visualize design solutions and the overall quality of the work submitted.

Information and Publication of the Results

The finalists of the competition will be officially published on the contest website immediately after the Jury's deliberation. Pininfarina SpA has the right to present the initiative to the press and to communicate the results of the competition during a dedicated event, for which information will be provided in due course on the contest website and on Pininfarina social media pages. All participants authorize the company upon acceptance of this Announcement to show their designs during public exhibitions and events and to publish them in a catalog and on paper and online media; for this nothing will be due apart from the obligation to quote the author. The company will not be responsible for the theft or loss of the works in any case.

Prizes

The winner of each category, selected from a list of finalists, will be awarded a 6-month Internship at Pininfarina's design studios in Torino, Miami and Shanghai, depending on the type of project.

The Contest also includes:

- Special Chairman Award for the work that has reserved a special attention to the Pininfarina values
- DesignWanted Special Award to the project featuring the best architectural vision, which will be awarded with the publication on the international architecture and design magazine designwanted.com

Rights and Ownership of the presented works

All the projects that will win a prize and any (available) intellectual property right and/or industrial right on the winning projects are definitively acquired by Pininfarina S.p.A.

Pininfarina S.p.A. acquires the exclusive right of economic exploitation of the project and the permanent, illimited, irrevocable, exclusive, internationally-acknowledged right to use, realize, adapt, modify, publish in every media, display, reproduce and distribute the project also for marketing and advertising purposes, review the editorial, create works based on the project or giving the project or parts of it to third parties in any means, way or through any technology also including the freedom of panorama without any limitation in time or place.

By taking part in this Competition and accepting the Rules, the Participants awarded with a prize undertake, from now on, to provide, if needed, any further digital materials (i.e. 3D models) regarding the project to help the Organizer better report the results of the competition.

The Materials must be new and original and the outcome of the intellectual activity of Participants: works and/or materials that do not comply with these features must not be submitted. Therefore, Participants agree to indemnify and hold Pininfarina S.p.A. harmless from any cost or damage connected with the infringement of any third-party intellectual property right. By taking part in this Competition and accepting the Rules, Participants declare to be authors of the uploaded Materials.

Acceptance of the Competition Rules and Privacy

Participation in the Contest presupposes the total acceptance of this Rules. Pininfarina S.p.A. informs that all the personal data received in connection with this Contest will be treated in compliance with the UE regulation 679/2016 (GDPR) for the personal data protection. Pininfarina S.p.A. ensures it will keep all the information it becomes aware of during the activities performed in the context of the Contest confidential. It declares that its personnel is aware of and will comply with the confidentiality commitment. More complete information on privacy will be made available by writing an email to contest@pininfarina.it.

Ineligibility

- a. Layouts showing texts bodies not written in English will **not** be considered.
- b. Layouts showing names or referrals to their their identity will **not** be considered.
- c. Files named not according to the prescriptions of the competition will **not** be considered.
- d. Material which is considered incomplete or incongruous to the criteria of the competition will be banned.
- e. Material which is submitted by times and procedures different from the ones of the competition will **not** be considered.
- f. Contestants trying to ask a juror about the competition will be disqualified or will disqualify the group they are participating with.
- h. Any participant with ongoing work or family relationships with Pininfarina SpA employees or one member of the jury are not eligible;
- i. Any participant publishing their own proposal material before the winner of the competition is chosen will be disqualified;
- j. Any participant that is not the owner or author of the submitted project or parts of such project will be disqualified.

Jurisdictional Protection

The Milan Court is competent in dealing with any controversy concerning this announcement and the acts related and connected to the procedure of the Contest.

The Contest, including but not limited to this document, shall be governed by Italian Laws; any documents concerning the Contest, including but not limited to this document, shall be construed in accordance with Italian Laws.

For further information, technical assistance or clarifications contact:

contest@pininfarina.it

Torino, October 2020